

SYSTEM AND METHOD TO PROVIDE AUDIO ENHANCEMENTS AND
PREFERENCES FOR INTERACTIVE TELEVISION

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ABSTRACT OF THE DISCLOSURE

Audio enhancements can be provided for a shopping channel of an interactive television system. The audio enhancements allow a viewer of the shopping channel to customize the audio portion of the shopping experience, as well as providing the viewer with instructional voiceovers. The audio enhancements can be uploaded by the user, and then selected from a list of enhancements that are made available via the shopping channel. Implicit or explicit profiling may also be used to determine the audio enhancements to present to the user on the shopping channel.

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